



# Dynamicweb feature list

A full overview of available features in Dynamicweb  
June 2020

# Content

- Dynamicweb All-In-One Business Platform ..... 3**
  
- Content Management..... 4**
  
- Ecommerce ..... 7**
  
- Product Information Management (PIM)..... 11**
  
- Marketing ..... 13**
  
- Personalization..... 15**
  
- Integration Framework..... 16**
  
- Cloud & Monitoring ..... 18**
  
- Development Platform ..... 19**

## Dynamicweb All-In-One Business Platform

Dynamicweb helps you deliver powerful customer experiences across all channels with one integrated platform. With Dynamicweb you no longer need 3 or 4 different systems to manage your website, ecommerce, email marketing and product information management.

All your data is in the same platform ready to deliver personalized messages across all channels.














Dynamicweb is delivered as a Digital Business Suite for large and medium enterprises with all available functionality and the ability to scale with enterprise service levels. For smaller companies the Web and Ecommerce editions are available with certain limitations regarding scalability and functionality.








This feature list outlines the available features in the platform.

## Content Management

Dynamicweb supports your business with a powerful web content management platform. It is user friendly and designed to handle all your content including deployment for multiple sites, mobile, personalization and several content editors.

Content Authoring	Free, Express & Standard	All-In-One
Drag and drop functionality with configurable presets		
In browser “Word like” editing of content		
Inline editing directly on the website		
Define and publish user specific content using item types		
Draft mode, direct publishing and scheduled publishing		
Multiple websites in one solution	Add on	

Mobile	Free, Express & Standard	All-In-One
Full support for responsive design		
Content adaption for mobile and tablets		
Preview in different screen resolutions		
Create mobile and tablet specific websites		

Multiple Websites & Languages	Free, Express & Standard	All-In-One
Define brand color swatches and presets for your websites		
Unlimited language versions of your websites		
Handle multiple websites in same solution	Add on	
Let websites inherit structure and content from master site	Add on	
Use content delivery network (CDN) settings per website		

Versioning & Workflows	Free, Express & Standard	All-In-One
Unlimited versions		✓
View page at a specific time in the past		✓
Restore previous versions		✓
Compare versions		✓
Setup multiple workflows		✓

Media & Files	Free, Express & Standard	All-In-One
Upload and download files and entire folders	✓	✓
Resize images on upload	✓	✓
Browser based image editor	✓	✓
Automatic thumbnail creation	✓	✓
Meta data tagging	✓	✓
File and image gallery publishing	✓	✓
'Drag and drop' for files and images	✓	✓
Use image focal points to maintain perspective when cropping	✓	✓

Specialized Content Publishing	Free, Express & Standard	All-In-One
Create image galleries	✓	✓
Print any page as PDF	✓	✓
Publish PDF files in galleries	✓	✓
Publish files and folders	✓	✓
Create news, calendar events, FAQ, Maps, Polls + other content types	✓	✓
Host a forum on your website	✓	✓
Build web forms for user interaction	Add on	✓

Users & Permissions	Free, Express & Standard	All-In-One
Unlimited users and user groups	✓	✓
Define individual permissions for different users and user groups	✓	✓
Use role-based permissions to tailor interface for different users	✓	✓
Matrix for user permissions across websites, shops, language, etc.	✓	✓
Manage permissions for websites and pages for content editors	✓	✓
Use full impersonation for complete access to content	Add on	✓
Protect content with authorization	Add on	✓
Personalize content with permissions	Add on	✓

Data Processing and Portability (for GDPR compliance)	Free, Express & Standard	All-In-One
Data Processing app for creating activities and collecting consents	✓	✓
Display "Terms and Conditions" on all forms (download, contact etc.)	✓	✓
Use consents in Dynamicweb Email Marketing	✓	✓
Data Portability app for showing personal user data	✓	✓
Allow users to download their personal data	✓	✓
Cookie manager with different categories and granular cookie consent dialogs	✓	✓

Reporting	Free, Express & Standard	All-In-One
Built-in reporting	✓	✓
Website and page analytics	✓	✓
Integration to analytics software like Google analytics	✓	✓

## Ecommerce

Benefit from Content Management and Ecommerce in one platform with support for both B2C and B2B deployments. Dynamicweb scales to multiple shops with individual branding and support international setups with local currency, VAT and delivery methods. Sophisticated search capabilities like filtering, upselling and cross selling are available for better user experience and higher sales.

Ecommerce capabilities	Free, Express & Standard	All-In-One
Best practice standard product properties	✓	✓
Extendable product properties	✓	✓
Vary product properties based on product type	✓	✓
Define individual publication periods on products	✓	✓
Extend ERP integration with additional information	✓	✓
Bill of Materials and configurable products	✓	✓
Multi stock management	✓	✓
Brand management	✓	✓
Manual and dynamic handle of related products	✓	✓
Unlimited dimensions of variants	✓	✓
Dynamic updated groups based on product properties search	✓	✓
Publish customer specific PDF catalogues	✓	✓
Use “back in stock” notifications	✓	✓
Customer specific assortments		✓
Define assortments for anonymous users		✓
Inherit product category fields to subgroups		✓
Headless product catalog for catering different sales channels		✓

Shopping Cart	Free, Express & Standard	All-In-One
Fully customized checkout flow	✓	✓
17 built-in payment gateways (see Integration Framework for details)	✓	✓
One-page checkout possibility	✓	✓
Shipping fee calculation including option for volume and weight	✓	✓
Payment fee calculation	✓	✓
Tax calculation including integration for US tax calculation	✓	✓
Save credit card information	✓	✓

Search, Filters and Facets	Free, Express & Standard	All-In-One
Search using Lucene index	✓	✓
Type ahead free text search	✓	✓
Phonetic search	✓	✓
Narrow search results with facets and filters	✓	✓
Vary facets on product type or product groups	✓	✓

Price Management	Free, Express & Standard	All-In-One
Multi-currency prices	✓	✓
VAT and sales tax grouping	✓	✓
Customer and user specific prices		✓
Price management – vary on 5 dimensions	✓	✓
Advanced price management – vary on 12 dimensions		✓
Add VAT group on product for each country		✓
Ledger entries (receive down payment on your debtor balance)		✓
Using Integration Framework for live price calculation		✓



Search Engine Optimization	Free, Express & Standard	All-In-One
User friendly over writeable URL's	✓	✓
Prices, product ratings and review in Google search results	✓	✓
Products included in sitemap.xml	✓	✓
Full meta data and canonical support	✓	✓
Handle duplicate content with automatic 301's and canonicals	✓	✓
Google Merchant Center feed	✓	✓

Discounts & Vouchers	Free, Express & Standard	All-In-One
Built-in analytics driven cross- and up-selling	✓	✓
12 built-in discounts like quantity, free shipping, bundling etc.	✓	✓
Add 'discount stickers' to highlight product campaigns	✓	✓
Apply discount to specific products - e.g. "Seasonal products"	✓	✓
Use BOGO discount e.g. "buy 1 get 1 for free"	✓	✓
Vouchers (unique or general)		✓
Extendable discount system – create specialized discounts	✓	✓
Time limited discount and prices	✓	✓

Global Ecommerce and Multi-shop	Free, Express & Standard	All-In-One
Manage entire shop setup in multiple languages	Up to 4 languages	✓
Multi-currency support	✓	✓
Delivery and payment options varied by delivery country	✓	✓
Country and region based fee calculations	✓	✓
Multi delivery country setup	Up to 4 countries	Unlimited
Multiple shops in one solution		Version specific

Order & Customer Center	Free, Express & Standard	All-In-One
Order history and reordering	✓	✓
Access full list of orders from multiple users with different user IDs	✓	✓
Multiple wish and favorite lists	✓	✓
Accounts and sales representative login and impersonation	Add on	✓
Track and trace link handling	✓	✓
Return Merchandising Authorization (RMA) reporting and flow		✓
Provide quotes that can be manually modified before turned into order		✓
Enable recurring orders		✓
Order drafts & multiple cart management		✓
Digital Warehouse - allow customers to download product information in .xml, .csv, .pdf or JSON		✓

Scalability*	Free, Express & Standard	All-In-One
Maximum number of products (per server)	Up to 1,000	+ 1,000,000
Maximum products per category (per server)	Up to 1,000	+ 50,000
Maximum Ecommerce categories (per server)	Up to 1,000	+ 10,000
Cached output data	✓	✓
Network Load Balancing		Add on

\*Scalability depends on the server setup for the given solution

Customer club – Loyalty Points	Free, Express & Standard	All-In-One
Reward your customers with loyalty points when placing orders		✓
Create product assortments available for purchase with loyalty points		✓
Display customer balance and configure loyalty points in Dynamicweb		✓
Use gift cards to purchase products	✓	✓

## Product Information Management (PIM)

Working with Dynamicweb Product Information Management (PIM) means fewer applications, integrations and systems. It is fast and inexpensive to implement and maintain, and comes with both frontend / backend access.

Enrichment	Free, Express & Standard	All-In-One
Intuitive product overview for enrichment of all product information		✓
“Single-source” for inheriting data across variants and language		✓
Group products into different groups / containers		✓
Import / export product data in Excel format		✓
Tailor product workflows to support editors and products		✓
Bulk edit across product variants, languages, versions and fields		✓
Image matrix for categorizing and inheriting product images		✓
Define individual workflows to support specific product categories		✓
History & auditing - Registration of all changes with search and tracking		✓
Visible fields group - Field "Display groups" can be defined and selected individually		✓
Asset management supports all types of assets – documents, images, videos and links		✓

Validation	Free, Express & Standard	All-In-One
Customizable dashboards with detailed graphical overview		✓
Full product search capabilities across all structures and languages		✓
Setup email notifications based on individual search criteria		✓
Proof (preview) of product content, direct in LIVE ecommerce environment		✓
Use product versioning, comparison tool and approval window		✓
Completeness Overview -Visualization of individual product status in workflows		✓
Automatic structuring of Products - query structure based on product data/ attributes		✓

Distribution	Free, Express & Standard	All-In-One
Utilize the integrated CMS and Marketing platform capabilities		✓
Open Integrations framework for 3 <sup>rd</sup> party systems and solutions		✓
Export product data (images and text) for catalog production in InDesign etc.		✓
Integration API to Product content and Digital assets		✓
Setup channel-specific data feeds with independent format and content		✓
Integration to online data pools such as IceCat for automatic product data updates		✓
Integration to Channable for distribution to 2500+ online marketplaces		✓
Export options for catalogs, product sheets, price lists, etc. For .pdf or InDesign		✓

Frontend and self-service	Free, Express & Standard	All-In-One
Self-service for partners to access and download assets		✓
Download and convert assets to relevant formats (incl. ICC data)		✓
Export product data for catalog systems, Adobe InDesign, Excel etc.		✓
Auto-generated PDF data-sheets based on selected product		✓

## Marketing

Drive more traffic, generate leads, create campaigns, and raise conversions through Dynamicwebs comprehensive marketing platform.

Email Marketing & Campaign Automation	Free, Express & Standard	All-In-One
Page based emails with possibility to reuse content and products	✓	✓
Personalized emails with custom field tags	✓	✓
Define dynamic segments of recipients as alternative to lists	✓	✓
Easy split-test with three settings	✓	✓
Schedule email send-out to specific dates and times	✓	✓
Re-send emails to unresponsive recipients	✓	✓
Extended reporting and analytics of links and recipients actions	✓	✓
Delivery using authorized servers e.g. SendGrid to avoid spam trapping	✓	✓
Customizable dashboard for monitoring key marketing data	✓	✓
Abandoned shopping cart campaigns		✓
Email Marketing Automation - Create Email flows		✓

Search Engine Optimization	Free, Express & Standard	All-In-One
Full control of meta data for all pages, products and other content	✓	✓
Built in SEO recommendation engine	✓	✓
Control URL layout and overwrite names in URL	✓	✓
301 redirect any URL to new location	✓	✓
Handle duplicate content with automatic 301's and canonicals	✓	✓
Easy On-page SEO tool for quick improvement on each page	✓	✓

Split Testing	Free, Express & Standard	All-In-One
Test different versions of your content and design		✓
Improve conversion rates by testing different call to actions		✓
Test on 10 different conversion metrics		✓
Compare conversions of original and variation		✓
Pick winner based on statistical significance or manually		✓

Product Recommendation	Free, Express & Standard	All-In-One
Automatic gathering of visitor data		Add on
Generate a model based on related products and customer behavior		Add on
Display relevant products to each individual visitor		Add on
Display other products in the category or based on other customers' similar purchases		Add on

## Personalization

Deliver an exceptional user experience by using advanced personalization to serve the most relevant content or product to each visitor.

Profiling and Segmentation	Free, Express & Standard	All-In-One
Detect segments based on behavior		✓
Detect segments based on 12 different characteristics		✓
Assign segmentation points on content		✓

Personalization	Free, Express & Standard	All-In-One
Personalize email campaigns	✓	✓
Vary content based on detected visitor segment		✓
Sort products for segments		✓
Show or hide content for specific segments		✓
Change layout or design based on segment		✓

## Integration Framework

Consistent online experiences, across different channels and different devices, requires data integration and Dynamicweb offers a set of integration capabilities.

Integration Framework	Free, Express & Standard	All-In-One
Predefined integration formats for groups, products, users etc.		✓
Automatic and predefined field mapping		✓
Easy setup of integration jobs		✓
Synchronize less changed data like product information		✓
Live integration of dynamic data like prices and stock states		✓
Windows service to transfer data from external system		✓
Extendable data formats		✓
Integrate to any data driven system		✓
Examples on integration to given ERP systems		✓
Examples on integration to Product Information Management (Perfion)		✓
Marketing integration to CRM		✓
Integration to Active Directory		✓
Standard integration for Dynamics AX, NAV, D365 and Business Central		✓
Standard integration to LS Retail OMNI-channel / Unified commerce		✓

Data Integration	Free, Express & Standard	All-In-One
Integrate any data	✓	✓
Import or export data in various formats like XML, CSV or databases	✓	✓
Scheduling of integration jobs	✓	✓
Setup pipelines of integration jobs	✓	✓
Reporting and email notifications	✓	✓



Other Integration Points	Free, Express & Standard	All-In-One
Consume external RSS feeds	✓	✓
Publish any data table to the website	✓	✓
Publish data in syndication feeds	✓	✓
User synchronization webservice		✓

Ecommerce Specific Integrations	Free, Express & Standard	All-In-One
22 built-in external payment providers (extendable) <ul style="list-style-type: none"> <li>• Ayden</li> <li>• AuthorizeNet</li> <li>• AuthorizeNetAIM</li> <li>• Bambora</li> <li>• BBS</li> <li>• ChargeLogic Connect</li> <li>• CyberSource</li> <li>• DIBS Easy</li> <li>• DIBS FlexWin</li> <li>• DocData</li> <li>• EBizCharge</li> <li>• ePay</li> <li>• Klarna Checkout v2</li> <li>• Klarna Checkout v3</li> <li>• Klarna Invoice and Part Payment</li> <li>• Nets Netaxept</li> <li>• Paypal Express Checkout</li> <li>• Quickpay Payment Window</li> <li>• Stripe Checkout</li> <li>• Valitor / Altapay</li> </ul>	✓	✓
6 built-in shipping cost providers (extendable) <ul style="list-style-type: none"> <li>• FedEx Shipping Services</li> <li>• GLS ShopDelivery</li> <li>• Packsoft (Post Nord, etc.)</li> <li>• UPS</li> <li>• USPS</li> <li>• Unifaun (with pickup points)</li> <li>• Consignor Ship Advisor</li> </ul>	✓	✓
Avalara tax provider for US sales tax calculation	✓	✓
Address validation services (DK only)	✓	✓
Vertex address validation and tax provider	✓	✓

## Cloud & Monitoring

Focus on your core business knowing that your solution is always running. Deploy in our Cloud and experience the true joy of Dynamicweb taking care of all the technical stuff like hosting, license and monitoring.

As a Dynamicweb Partner you get a complete overview of the performance of all your clients' solutions. The Dynamicweb Monitoring Tool gives you access to a dynamic status update on all your clients in the Cloud. More important, it gives you insights into exactly what is causing performance issues.

Cloud and Monitoring	Free, Express & Standard	All-In-One
Monitoring for locating events, logs, scheduled tasks and event notifications		✓
Customizable dashboard providing overview of events and errors		✓
Reports on scheduled tasks, integrations, SMTP exceptions, security and indexing		✓
Event viewer with event filtering on information type, warnings and errors		✓
Receive customizable and automated email notifications on events		✓
Data validation for Ecommerce data		✓
Data validation for security data		✓
Data validation for content data		✓
Access logfiles to investigate errors		✓

## Development Platform

Dynamicweb offers a fully flexible and configurable platform that can easily be modified and extended to support your business processes. It is based on .NET technology and can be extended by using Visual Studio to maximize developer productivity.

Design	Free, Express & Standard	All-In-One
Template driven design with full design freedom	✓	✓
Rapid implementation using simple markup	✓	✓
Define any numbers of dynamic content placeholders and navigations	✓	✓
Free choice of HTML, Razor or XSLT in templates	✓	✓
Support for any HTML format, HTML4, XHTML or HTML5	✓	✓
Automatic image resizer for .jpeg, .png etc.	✓	✓
Fillcanvas parameter for creating images with correct size and aspect ratio	✓	✓
Use background parameter to control canvas color	✓	✓
Support ICC profiles for CMYK based images	✓	✓

Development	Free, Express & Standard	All-In-One
Extend or change default behavior using the extensibility framework	✓	✓
Subscribe to notifications, create your own providers and extenders	✓	✓
Create custom modules	✓	✓
100's of code templates for Visual Studio	✓	✓
Import and export item contents from the data management interface	✓	✓
Packages (deployment tool based on NuGet and Myget)	✓	✓
Deployment tool (safe transfer from development to staging to production)	✓	✓

Technology	Free, Express & Standard	All-In-One
.NET 4.7 (ASP.NET)	✓	✓
IIS 10+ on Windows 2016+	✓	✓
SQL-server 2012+	✓	✓
Multi browser support (Chrome, Firefox, Safari and Edge)	✓	✓
Ready for Microsoft .NET CORE	✓	✓